



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Pike, AL

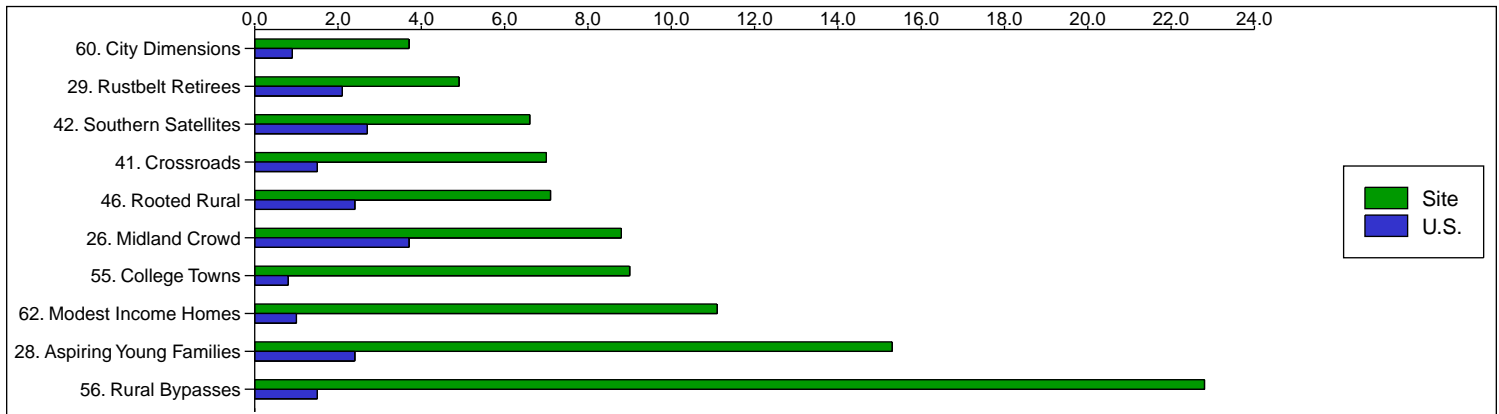
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	56. Rural Bypasses	22.8%	22.8%	1.5%	1.5%	1504
2	28. Aspiring Young Families	15.3%	38.1%	2.4%	3.9%	649
3	62. Modest Income Homes	11.1%	49.2%	1.0%	4.9%	1101
4	55. College Towns	9.0%	58.2%	0.8%	5.7%	1131
5	26. Midland Crowd	8.8%	67.0%	3.7%	9.4%	237
	<b>Subtotal</b>	<b>67.0%</b>		<b>9.4%</b>		
6	46. Rooted Rural	7.1%	74.1%	2.4%	11.8%	292
7	41. Crossroads	7.0%	81.1%	1.5%	13.3%	463
8	42. Southern Satellites	6.6%	87.7%	2.7%	16.0%	242
9	29. Rustbelt Retirees	4.9%	92.6%	2.1%	18.1%	233
10	60. City Dimensions	3.7%	96.3%	0.9%	19.0%	424
	<b>Subtotal</b>	<b>29.3%</b>		<b>9.6%</b>		
11	51. Metro City Edge	3.4%	99.7%	0.9%	19.9%	362
12	63. Dorms to Diplomas	0.4%	100.1%	0.4%	20.3%	80
	<b>Total</b>	<b>100.1%</b>		<b>20.3%</b>		<b>490</b>

## Top Ten Tapestry Segments

Site vs. U.S.

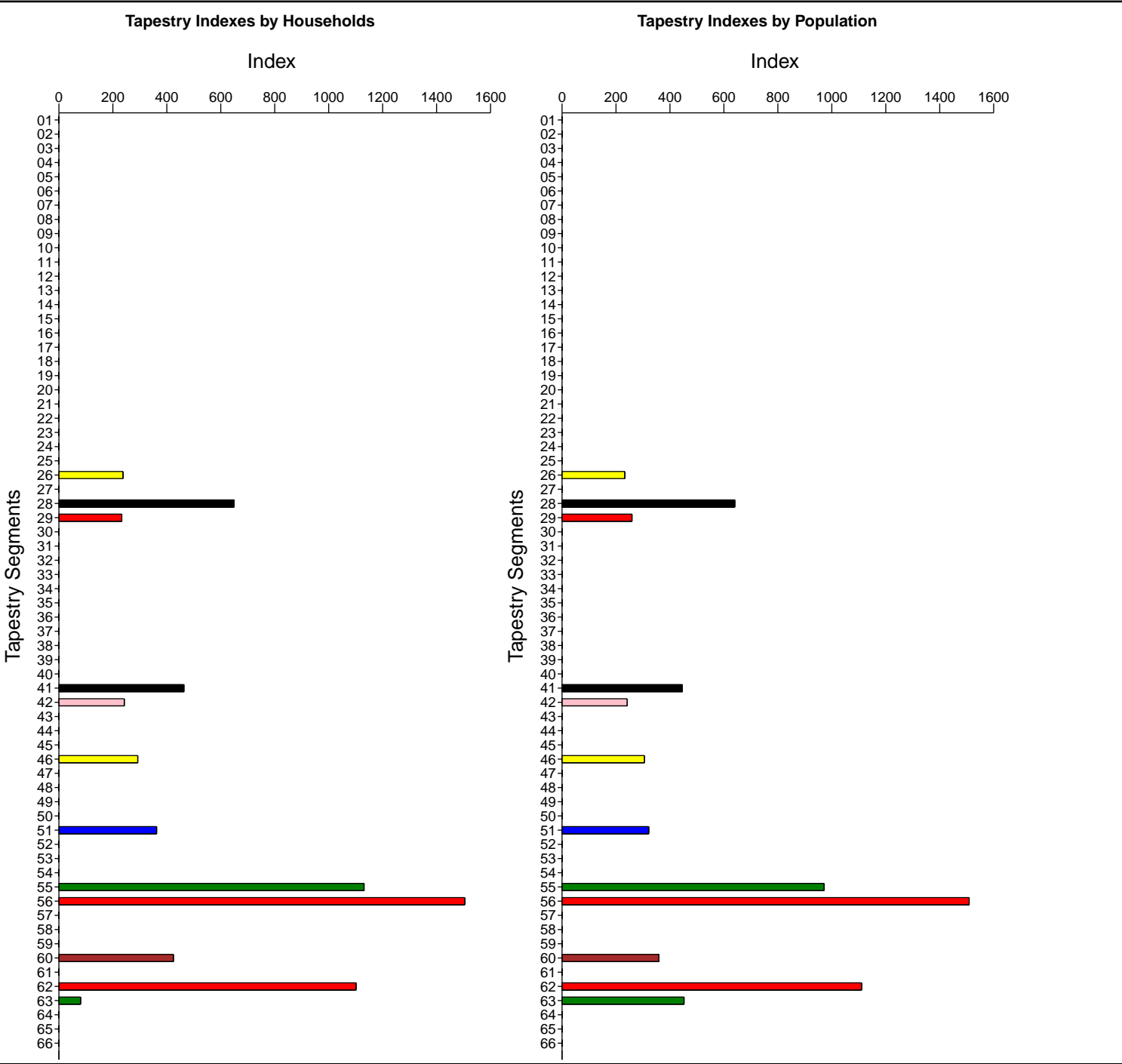


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Pike, AL



Tapestry Segments

Tapestry Segments

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Pike, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	12,501	100.0%		29,908	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	1,819	14.6%	276	4,380	14.6%	279
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	426	3.4%	362	990	3.3%	321
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,393	11.1%	1101	3,390	11.3%	1110
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	609	4.9%	39	1,464	4.9%	47
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	609	4.9%	233	1,464	4.9%	259
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	1,169	9.4%	648	3,047	10.2%	571
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	1,124	9.0%	1131	2,151	7.2%	971
63 Dorms to Diplomas	45	0.4%	80	896	3.0%	452

Source: ESRI



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LifeMode Groups  
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Counties: Pike, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	12,501	100.0%		29,908	100.0%	
<b>L7. High Hopes</b>	1,907	15.3%	373	4,333	14.5%	380
28 Aspiring Young Families	1,907	15.3%	649	4,333	14.5%	640
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	461	3.7%	45	973	3.3%	33
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	461	3.7%	424	973	3.3%	359
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	3,669	29.3%	309	8,785	29.4%	315
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	824	6.6%	242	1,922	6.4%	241
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	2,845	22.8%	1504	6,863	22.9%	1509
<b>L12. American Quilt</b>	2,867	22.9%	246	6,926	23.2%	251
26 Midland Crowd	1,103	8.8%	237	2,663	8.9%	232
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	873	7.0%	463	2,110	7.1%	446
46 Rooted Rural	891	7.1%	292	2,153	7.2%	305
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Pike, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	12,501	100.0%		29,908	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	2,413	19.3%	178	6,202	20.7%	210
28 Aspiring Young Families	1,907	15.3%	649	4,333	14.5%	640
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	461	3.7%	424	973	3.3%	359
63 Dorms to Diplomas	45	0.4%	80	896	3.0%	452
<b>U5. Urban Outskirts I</b>	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



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<b>Total</b>	12,501	100.0%		29,908	100.0%	
<b>U6. Urban Outskirts II</b>	2,943	23.5%	458	6,531	21.8%	414
51 Metro City Edge	426	3.4%	362	990	3.3%	321
55 College Towns	1,124	9.0%	1131	2,151	7.2%	971
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	1,393	11.1%	1101	3,390	11.3%	1110
<b>U7. Suburban Periphery I</b>	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	609	4.9%	50	1,464	4.9%	54
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	609	4.9%	233	1,464	4.9%	259
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	873	7.0%	143	2,110	7.1%	156
41 Crossroads	873	7.0%	463	2,110	7.1%	446
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	1,103	8.8%	78	2,663	8.9%	78
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1,103	8.8%	237	2,663	8.9%	232
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	4,560	36.5%	474	10,938	36.6%	483
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	824	6.6%	242	1,922	6.4%	241
46 Rooted Rural	891	7.1%	292	2,153	7.2%	305
56 Rural Bypasses	2,845	22.8%	1504	6,863	22.9%	1509
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

**Source:** ESRI